

TECHNICOFLOL LAUNCHES FLORINDEX®, ITS ECO-DESIGN TOOL PERFUME FORMULATIONS

In a context of ecological emergency where it is becoming vital to protect the environment in order to preserve the planet, TechnicoFlor is taking another step in its commitment to more responsible perfumery.

« Consumers today have different requirements: while they want no compromise on efficacy, sensoriality or creativity, they seek healthier, greener and more natural products. For themselves but also for the environment, they desire more transparency about the composition of the products they use in cosmetology or perfumery. » so says Maxime Gransart, Deputy Managing Director of TechnicoFlor.

To meet this dual requirement - more responsible consumption and transparency - TechnicoFlor has developed **Florindex®**, an eco-design tool for fragrance compounds formulations. The goal? **Evaluate their impact on the environment mainly, but also at the societal and health levels.**

Florindex®, created by TechnicoFlor teams supported by eco-design experts, is truly innovative. It is the only tool able to **measure environmental impact at almost all stages of the perfume development cycle**, from raw materials sourcing and formulation, production and transportation, to end of life. "By our choice of 38 indicators assessing 9 criteria divided into 3 stages, **we have built the most comprehensive tool to date**", explains Maxime Gransart.

Criteria include the weight of responsible raw ingredients, CMRs and endocrinal disruptors, solvent mass, the energy required in production and the impact of transportation. Also assessed are the biodegradability of a formulation and its toxicity in terms of the environment or health. Florindex has another great strength. It is an evolving tool capable of adapting to regulatory changes and of integrating new and future criteria.

The result is a comprehensive tool whose eco-scoring rates a perfume from A to E. Displayed are not only the final score but the scores of the different stages in a product's life cycle. Consumers are provided with all the data they need for understanding. But just as important, perfumers "with the constant aim of improvement, also have access to points of progress bringing them ever closer to more responsible fragrant creations", concludes François Patrick Sabater, TechnicoFlor CEO.

